JURNAL VALUE : Jurnal Manajemen dan Akuntansi

Journal homepage: https://e-journal.umc.ac.id/index.php/VL

MEASURING CONSUMER-BASED BRAND EQUITY: THE USE OF FOREIGN LANGUAGES AS HOTEL NAMES

Lady Faerrosa[1]*
Aryan Agus Pratama[2]
[1]Faculty of Economy and Business, Bumigora University
Email: ladyjosman@universitasbumigora.ac.id
[2]Faculty of Economy and Business, Bumigora University
Email: aryan@universitasbumigora.ac.id

Abstrak

Strategi penamaan hotel menjadi isu yang penting untuk dipelajari ketika suatu destinasi wisata menargetkan wisatawan domestic dan asing sekaligus. Penelitian ini bertujuan untuk mendeskripsikan empat dimensi *consumer-based brand equity* (*brand awareness, brand association, perceived quality*, dan *brand loyalty*) yang berkaitan dengan penamaan hotel dalam bahasa asing di Pulau Lombok. Metode yang digunakan adalah analisis *quantitative descriptive* dengan jumlah populasi yang tidak diketahui, sehingga ditentukan sampel sejumlah 272 responden dengan taraf kesalahan 10%. Data yang diperoleh dianalisis menggunakan statistik sederhana dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa mayoritas responden yang merupakan wisatawan domestic dalam penelitian ini menyadari bahasa asing yang digunakan dalam penamaan hotel-hotel di Pulau Lombok, menganggap bahwa penggunaan bahasa asing lebih keren dan unik, memiliki kelengkapan yang lebih *up-to-date*, dan lebih sering memesan hotel dengan nama asing. Hasil penelitian ini dapat menjadi referensi bagi pemasar dan pemilik hotel untuk menentukan strategi penamaan hotel yang lebih sesuai dengan konsumen target mereka sehingga mereka dapat diterima oleh pasar dengan lebih baik.

Kata Kunci: *Consumer-Based Brand Equity, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty*

Abstract

Hotel naming strategies are an important issue to study when a tourist destination targets both domestic and foreign tourists at the same time. This research aims to describe four dimensions of consumer-based brand equity (brand awareness, brand association, perceived quality, and brand loyalty) related to naming hotels in foreign languages on Lombok Island. The method used is a quantitative descriptive analysis with an unknown population, so a sample of 272 respondents was determined with an error rate of 10%. The data obtained was analyzed using basic statistics with the help of SPSS. The research results show that the majority of respondents who are domestic tourists in this study are aware of the foreign language used in naming hotels on Lombok Island., they think that the use of foreign languages is cooler and unique and that the hotels have more up-to-date facilities, and they often book hotels with foreign name. The results of this research can be a reference for marketers and hotel owners to determine hotel naming strategies that are more appropriate to their target consumers so that they can be better accepted by the market.

Keywords: Consumer-Based Brand Equity, Brand Awareness, Brand Association, Perceived Quality,
     Brand Loyalty

INTRODUCTION

Globalization has enabled people to access information about well-known foreign brands. These brands come with unique and interesting names, especially for consumers who are hearing the brand name for the first time. Generally these names come from words with special meanings, names of business owners, names of places, or names that do not have a specific meaning but sound aesthetic

and beautiful. In a study, it was said that the brand is actually a form of relationship which certainly involves trust (McNally & Speak, 2011). This means that the brand name is very important. Therefore, choosing a name is an important strategy for a brand so it needs to be done by considering many aspects (Belén Del Río et al., 2001), one of them is consumers. Moreover, that research has also proven that consumers more generally differentiate a product based on the brand rather than the product's benefits.

In addition, choosing a brand name can differentiate a company's brand from competing companies in the same industry (Douglas et al, 2001). A name strategy can create certain expectations and perceptions from consumers so it is very important (Wanke et al., 2007). In other research, it is also stated that choosing an inappropriate name can result in a product not achieving success (Bao et al., 2008). This means that there is a connection between the brand name and the performance of a brand. Looking further, it is also very interesting to see how the brand names used affect brand equity, especially as brand equity is known to influence performance. Where high brand equity can increase positive evaluations and consumer purchasing interest which is profitable for the company, it can even be used as a recovery strategy for past failures (Brady, 2008).

Branding is a company strategy to identify the products and services it has in the minds of its customers (Liu et al., 2017). One branding strategy that can be used is by increasing brand equity. Previous research states that brand equity is said to be positive when consumers respond better to the company's marketing activities for the brand. These differences in response can basically be seen from consumer preferences, perceptions or behavior which are then manifested in their response to brand marketing (Hoeffler & Keller, 2003).

Table 1. Top 15 Hotel/Homestay on Lombok Island

Best Value	Language used	Location
PinkCoco	Foreign	Gili Trawangan
Pondok Santi Estate	Mixed (local-foreign)	Gili Trawangan
The Oberoi Beach Resort Lombok	Mixed (foreign)	Tanjung
Kardia Resort	Foreign	Gili Trawangan
Ponte Villas	Foreign	Gili Trawangan
Qunci Villas	Local/Mixed	Senggigi
Holiday Resort	Foreign	Senggigi
Merumatta Senggigi	Local	Senggigi
Jeeva Klui	Foreign/Mixed	Senggigi
Lombok Astoria Hotel	Foreign/Mixed	Mataram
Sudamala Resort	Mixed	Sengggi
Pullman Lombok Merujani	Mixed	Kuta
Royal Avila	Foreign	Senggigi
Pearl of Trawangan	Foreign/Mixed	Gili Trawangan
Katamaran Resort	Mixed/Foreign	Senggigi

Source: TripAdvisor, 2024

Based on the previous explanation, this research aims to explore consumer-based brand equity (CBBE) related to the use of foreign languages in naming brands owned by service companies in the tourism industry such as hotels, homestays, villas, and the like. Moreover, currently, hospitality is an industry that continues to develop and is very promising, but research on CBBE in relation to hotels is very limited (Huang & Cai, 2015; Liu et al., 2017). This research is based on the phenomenon of many hotels and homestays popping up on Lombok Island, especially since the Mandalika circuit began operating in Kuta, Central Lombok in 2021. Currently there are at least 901 hotels on Lombok Island that have been registered with Traveloka as one of the hotel booking platforms in Indonesia (Traveloka, 2024). These hotels and homestays appear with various interesting names, both using local languages and unique foreign languages as seen in Table 1. This is certainly a strategy in itself for the company. In previous research conducted on the Korean youth market, it was found that the language presented (especially in an advertisement) influences consumer memory and recognition of the brand (Ahn &

Ferle, 2008). This research then became the basis for researchers to test the effect of using foreign languages in brand names on the brand equity of hotels/homestays on Lombok Island.

Research on brand equity can be analyzed from the consumer's perspective, as well as from the perspective of the distributor, the company that owns the brand, and the capital market (Belén Del Río et al., 2001). However, it should be emphasized that whatever approach is used to measure the value of a company's brand, ultimately brand equity must be based on the words, testimonies and actions of consumers. This means that consumers are the ones who decide to purchase products or services based on certain factors that are considered important and which brands are perceived to have higher equity than others (Hoeffler & Keller, 2003). Based on this explanation, this research is a consumer-based research so that the informants and respondents in this research are consumers. This research is important to carry out so that hotel entrepreneurs can implement appropriate hotel naming strategies. This means that, through this research, it is hoped that there will be a picture of consumer-based brand equity based on the use of foreign languages as hotel or homestay brand names on Lombok Island today, so that it can be used as an evaluation for the service industry in increasing brand equity through hotel name selection strategies and being able to compete with other big hotels. Moreover, research with this approach and topic has never been carried out before, especially in the hospitality industry on Lombok Island.

LITERATURE REVIEW

Classic marketing literature believes that thoughtful and careful selection of a brand name can be an important component in increasing that brand's equity. The name used can act as a cue to associate the brand with brand quality and the right brand name can even increase sales even without intense advertising (Kohli & Labahn, 1997). In previous research, it was found that there were differences in consumer evaluations of alternative foreign language choices used in a brand (Soto et al., 2009). This means that the use of words in a foreign language can create a good first impression, thereby attracting consumers' attention and can even improve brand associations with consumers' knowledge structures. Therefore, this foreign naming strategy is often chosen when marketers or business owners seek to influence their brand image through their associations conveyed in a foreign language.

Brand Equity

The definition of brand equity has actually generated debate in the accounting and marketing literature due to the lack of common terminology and philosophy in both disciplines (Wood, 2000). In accounting literature, brand equity is associated with the amount consumers are willing to pay for the value of a product to receive brand value (Wasserman, 2017). On the other hand, in marketing literature, this term emerged as an attempt to see the relationship between customers and brands. It has been previously mentioned that one of the brand equity is consumer-based, where consumer-based brand equity is operationally divided into two; namely those involving consumer perceptions (such as brand associations, perceived quality, and brand awareness), and those involving consumer behavior (such as brand loyalty and consumer focus on price differences paid) (Myers, 2003).

Brand equity from a marketing perspective is basically defined as a different consumer response between a product with a particular brand and an unbranded product when both products are given the same marketing stimuli and product attributes (Yoo & Donthu, 2001). Meanwhile, another definition states that brand equity is a set of assets or liabilities associated with the name or symbol of a brand that can increase/reduce the value provided by a product or service to the company and/or the company's customers (Aaker, 1996). Based on this understanding, in this research brand equity is defined as the customer's response to the use of local or foreign languages as brand names by companies (in the case of this research, namely hotels, homestays and the like) which can increase or decrease the value of the company in the eyes of customers.

Consumer-Based Brand Equity Dimensions

The dimensions of brand equity vary according to experts. Brand equity is measured through two dimensions, namely attribute-based components and non-attribute-based components (Gill & Dawra, 2010). Meanwhile, in the same journal, it was stated that Kamakura and Russell measured brand equity by looking at actual consumer purchasing behavior or market behavior (Gill & Dawra, 2010). In previous research, dimensions that were considered to contribute to increasing brand equity were brand

loyalty, brand awareness, brand association, and perceived quality (Fayrene & Lee, 2011; Gill & Dawra, 2010).

Based on the explanation above, Figure 1 depicts the dimensions of consumer-based brand equity (CBBE) which are used as a basic reference in this research. However, this research also refers to other previous research, namely (Liu et al., 2017). Especially in the development of indicators and research questionnaire question items.
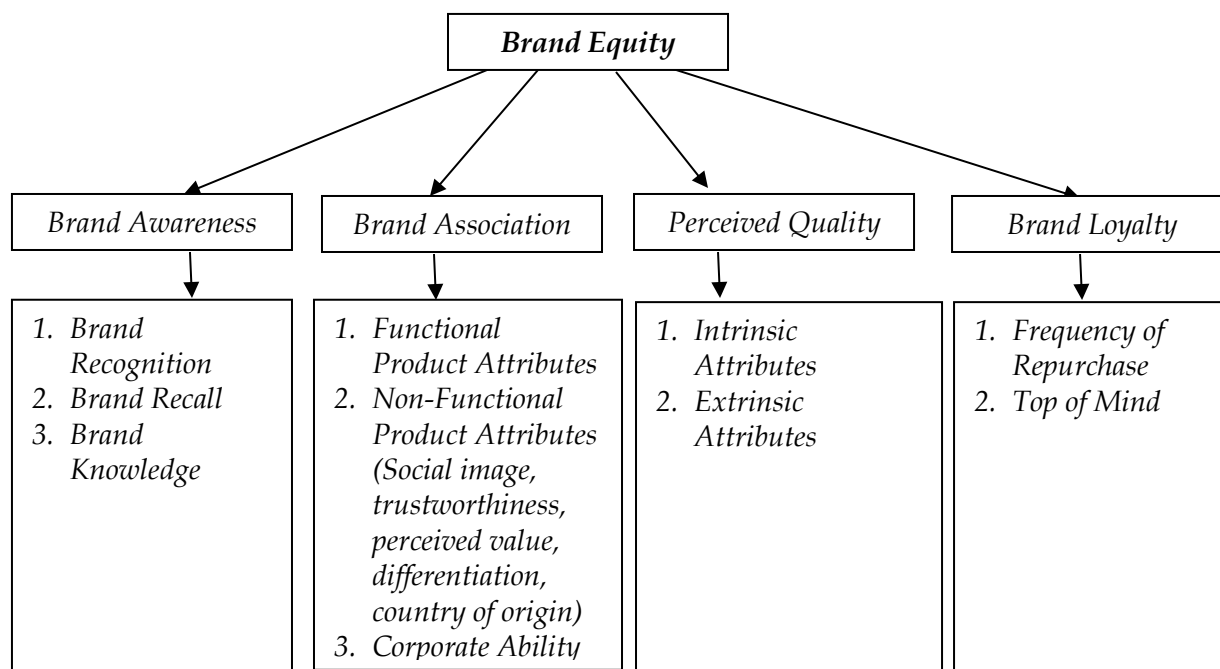
Figure 1. The consumer-based brand equity measurement framework
Source: Fayrene & Lee, 2011

Brand Awareness

Brand awareness refers to the level of consumer recognition, acceptance and memory of a brand in any case or condition (Percy & Rossiter, 1992). Meanwhile, brand awareness is associated with the strength of a brand's emergence in consumers' minds (Pappu et al., 2005). Other experts define brand awareness as how much a company's customers and potential consumers know/understand its business and products (Gustafson & Chabot, 2007). It is important to consider and know how consumers see the value of the products we offer and to remain consistent with that value before building brand awareness. Building brand awareness can be done in three ways, namely being consistent with the message conveyed regarding what products are offered, the image (for instance: logo) used, as well as the tagline and slogan, both the medium and the material.

Brand Association

Brand association is defined as the meaning of a brand for consumers (Keller, 1993; Pappu et al., 2005). Brand associations are known to be very effective in increasing brand equity (James, 2005). Strong brand associations can also help create high brand loyalty (Yoo & Donthu, 2001). According to marketing theory regarding CBBE from (Aaker, 1996), brand association can be seen from the extent to which a brand name can be associated by consumers with something, thus distinguishing it from competitors. The higher the level of brand association, the greater the opportunity for a purchase to occur. However, not much research has investigated the influence of brand names on brand and feature associations (Wanke et al., 2007).

Perceived Quality

Perceived quality is a consumer's psychological assessment of the quality of a product or service based on their perception (Saleem et al., 2015). Thus, perceived quality is not actual quality, but rather the quality value felt by consumers (Pappu et al., 2005). This means that perceived quality is subjective based on consumer opinion, the same as brand association. The value provided is what then differentiates one brand from other brands in the eyes of consumers.

Brand Loyalty

Brand loyalty is theoretically defined as a consumer's tendency to respond positively, whether emotionally or behaviorally to alternative brands in their capacity as consumer users, choice makers, and/or purchasing agents (Sheth et al., 1974). Thus, brand loyalty is reflected in consumer behavior and attitudes towards a particular brand. In this case, there are differences between brand loyalty based on a behavioral perspective and an attitudinal perspective. In a behavioral perspective, brand loyalty is seen from consumers' actual purchases, while in an attitude perspective, brand loyalty is seen from consumers' intentions to be loyal to a brand (Pappu et al., 2005). This research uses both perspectives as a research approach so that the picture obtained is more comprehensive and complete.

METHOD

This research used a Quantitative Descriptive Analysis or QDA approach because researchers see this research as basic research to describe consumer-based brand equity of hotel consumers on Lombok Island in relation to the language used in hotel names. This research is based on a consumer perspective where the brand equity dimensions looked at are brand awareness, brand association, perceived quality and brand loyalty. Researchers prepare a questionnaire that will be distributed to respondents and prepare a Google Form link to collect answers from respondents. Next, researchers grouped respondents based on the characteristics presented in Table 2.

Table 2. Characteristics of Respondents

Criteria		Sum	Percentage (%)
Gender	Male	146	53.68
	Female	126	46.32
OTA used	Traveloka	184	67.65
	Agoda	16	5.88
	Booking.com	11	4.04
	Tiket.com	16	5.88
	Other OTA	45	16.55
Frequency of Reservations	1-2 times	136	50
	3-5 times	49	18
	>5 times	87	32
Age	18-25	114	41.91
	26-30	44	16.18
	31-35	87	31.98
	36-40	27	9.93
	41-45	0	0
	>45	0	0
Occupation	Students	131	48.16
	Private Employee	95	34.93
	Entrepreneur	25	9.19
	Civil Servant	21	7.72
Income	< IDR 2.500.000	160	58.82
	IDR 2.600.000 - IDR 3.500.000	44	16.18
	IDR 3.600.000 - IDR 4.500.000	14	5.15
		41	15.07
	IDR 4.600.000 - IDR 5.600.000	13	4.78
	>IDR 5.600.000		
Total		272	100%

Source: Primary data (2024)

The population in this research are consumers who have made hotel reservations via online travel agents (OTA) such as Traveloka, Tiket.com, Agoda, Booking.com, or other OTAs. The hotels referred to in this research are not limited to accommodation with a hotel license, but also homestays,

villas, and other forms of accommodation. The sampling technique used was purposive sampling. Tourists must have made hotel reservations on Lombok Island through online travel agents such as Traveloka, Booking.com, Tiket.com, Agoda, or other OTAs, and they have to be aware/know the language used in naming the hotel booked. The consideration for these criteria is that OTA allows consumers to choose hotels freely so that they have enough time to consider before making a choice. Because the population size is unknown, the sample size is 272 respondents determined based on Isaac and Michael's table with a significance level of 10% (Isaac & Michael, 1995). Responses to questionnaires distributed offline and online via the Google Form link were then collected to analyze both the characteristics of the respondents and the distribution of the respondents' answers. Data were analyzed using simple statistical methods with the help of SPSS. This simple statistic is used because the aim of this research is only to describe several dimensions of consumer-based brand equity regarding the use of foreign names by hotels on Lombok Island, without explaining the cause-and-effect relationship between each dimension of CBBE. The data in Table 2 shows that the majority of respondents are male, although the difference in numbers with male respondents is not significant. Apart from that, more respondents ordered hotels via Traveloka.com with 1-2 orders. Respondents are known to be mostly aged 18-25 years and are students with an income of IDR 2,500,000. This can be caused by the increasing trend of staycations which are considered a form of healing which we have seen since the emergence of COVID-19 (Pyke et al., 2016; Uysal et al., 2020). There are many hotels on Lombok Island that are quite affordable and are still very affordable for students or workers with a monthly income of under IDR 2,500,000.

RESULTS

Quantitative descriptive analysis can be used when researchers want to describe phenomena based on statistical data obtained without looking at the relationship between each variable being studied. In this case, the researcher describes CBBE related to the use of foreign languages as hotel names on Lombok Island. The questionnaire that had been prepared was then distributed to 30 respondents to test its validity and reliability before being distributed to all respondents. After finding that all items were valid and reliable, the questionnaire was distributed to all respondents and then tested again for its validity and reliability as explained in the next subchapter.

Validity and Reliability Test

Before analyzing the data, the researchers conducted a validity and reliability test first to determine that the statement items in the questionnaire could indeed be used in this research (Ghozali, 2018). The questionnaire used in this research was adapted from the questionnaire used by (Liu et al., 2017) in their research. This questionnaire was used because it is very appropriate to the main problem studied in this research. Researchers adjusted the question items to the topic, namely naming hotels in a foreign language. Furthermore, in the interest of respondents being able to understand the questions well, the researcher translated the questionnaire into Indonesian. Next, validity test was carried out using the SPSS software. The test results are shown in Table 3. Table 3 shows that the calculated r value for all question items in this study is greater than the r table value so it can be said that all statement items are valid.

Table 3. Results of Validity Test

Variable	Item	r-Value	r-Table	Conclusion
Brand Awareness	$X_{1.1}$	0.840		Valid
	$X_{1.2}$	0.862		Valid
	$X_{1.3}$	0.847	<0.138	Valid
	$X_{1.4}$	0.812		Valid
	$X_{1.5}$	0.798		Valid
Brand Assosiation	$X_{2.1}$	0.770		Valid
	$X_{2.2}$	0.801		Valid
	$X_{2.3}$	0.821	<0.138	Valid
	$X_{2.4}$	0.685		Valid
	$X_{2.5}$	0.741		Valid

Perceived Quality	$X_{3.1}$	0.766		Valid
	$X_{3.2}$	0.739		Valid
	$X_{3.3}$	0.754		Valid
	$X_{3.4}$	0.755	<0.138	Valid
	$X_{3.5}$	0.733		Valid
	$X_{3.6}$	0.731		Valid
	$X_{3.7}$	0.690		Valid
Brand Loyalty	$X_{4.1}$	0.858		Valid
	$X_{4.2}$	0.831	<0.138	Valid
	$X_{4.3}$	0.831		Valid
	$X_{4.4}$	0.663		Valid

Source: Primary data (2024)

Next, researchers also conducted reliability tests and the test results are shown Table 4. In Table 4 it can be seen that the Cronbach's Alpha value in this study is greater than 0.7. Based on this, researchers can conclude that the indicators in this study are reliable and can be used in analysis (Hair et al., 2017).

Table 4. Results of Reliability Test

Variable	Cronbach's Alpha	Conclusion
Brand Awareness	0.887	Reliable
Brand Association	0.820	Reliable
Perceived Quality	0.875	Reliable
Brand Loyalty	0.806	Reliable

Source: Primary data (2024)

Brand Awareness

Table 5. Results of Descriptive Analysis

Variable	Item	Mean
Brand Awareness	I paid attention to the language used in the name of the hotel I booked ($X_{1.1}$)	4.09
	I can easily remember hotels because the language used in the hotel name is in a foreign language ($X_{1.2}$)	4.05
	I can easily distinguish hotels because of the foreign language used in the hotel names ($X_{1.3}$)	4.10
	I realized that all this time the hotel I booked had a name in a foreign language ($X_{1.4}$)	4.08
	I know more hotels with local names than with foreign language names ($X_{1.5}$)	4.14

Source: Primary data (2024)

Table 5 and Table 6 show that each indicator used to describe brand awareness has an average value above 4 or is relatively high. The majority of respondents (50.47%) gave a value of 4 (agree) and 30.52% gave a value of 5 (strongly agree). This means that the respondents of this study have high brand awareness regarding the foreign names used by hotels. The majority of respondents remember, pay attention, and are aware of the foreign language used in the name of their hotel. In addition, they find it easier to distinguish and remember hotel names in foreign languages compared to local names. Based on the responses to this research question item, it can also be said that consumer acceptance of hotels with foreign names is also high.

Table 6. Distribution of Respondents' Response

Item	Response					Total
	Strongly Agree	Agree	Less Agree	Disagree	Strongly Disagree	
$X_{1.1}$	83 (30.51%)	137 (50.47%)	47 (17.28%)	4 (1.47%)	1 (0.37%)	272
$X_{1.2}$	80 (29.41%)	132 (48.53%)	54 (19.85%)	5 (1.84%)	1 (0.37%)	272

$X_{1.3}$	91 (33.45%)	122 (44.85%)	55 (20.22%)	3 (1.10%)	1 (0.375)	272
$X_{1.4}$	95 (34.93%)	114 (41.91%)	56 (20.59%)	5 (1.84%)	2 (0.73%)	272
$X_{1.5}$	106 (38.97%)	104 (38.23%)	57 (20.96%)	3 (1.10%)	2 (0.73%)	272

Source: Primary data (2024)

Brand Association

One of the dimensions studied from consumer-based brand equity is brand association. This research also looks at the brand association picture related to the name used. The highest scores (see Table 7) appear in the items "I feel hotels with names in foreign languages are more unique and different", "I feel confident that hotels with foreign names will provide better customer service and value", and "I feel hotels with a foreign name is cooler/up-to-date." This means that there are many respondents who agree that foreign names are seen as unique, different, and cooler. In the distribution of respondents' answers regarding this matter, the majority of respondents answered strongly agree. Apart from that, it can also be concluded that consumers believe and associate good customer service with hotel names using foreign languages. This can be seen from the high response of consumers who answered agree and strongly agree to statement items related to this matter.

Table 7. Results of Descriptive Analysis on Brand Association

Variable	Item	Mean
Brand Association	I feel hotels with names in foreign languages are more unique and different ($X_{2.1}$)	4.31
	I feel proud and happy to stay at a hotel with a name in a foreign language ($X_{2.2}$)	4.14
	I trust hotels with names in foreign languages ($X_{2.3}$)	4.18
	I feel hotels with foreign names are cooler/up-to-date ($X_{2.4}$)	4.22
	I feel confident that a hotel with a foreign name will provide better customer service and value ($X_{2.5}$)	4.23

Source: Primary data (2024)

Table 8. Distribution of Respondents' Response

Item	Respondents' Response					Total
	Strongly Agree	Agree	Less Agree	Disagree	Strongly Disagree	
$X_{2.1}$	140 (51.47%)	83 (30.51%)	43 (15.81%)	4 (1.47%)	2 (0.74%)	272
$X_{2.2}$	89 (32.72%)	134 (49.26%)	47 (17.28%)	2 (0.74)	0 (0.00%)	272
$X_{2.3}$	101 (37.13%)	123 (45.22%)	43 (15.81%)	5 (1.84%)	0 (0.00%)	272
$X_{2.4}$	106 (38.97%)	122 (44.85%)	42 (15.44%)	2 (0.74%)	0 (0.00%)	272
$X_{2.5}$	106 (38.97%)	123 (45.22%)	43 (15.81%)	0 (0%)	0 (0.00%)	272

Source: Primary data (2024)

Perceived Quality

Perceived quality is also studied in this research. The data in Table 9 shows the average respondents' answers to the items asked in the questionnaire. It can be seen from the data that the highest average scores appear in the items "The hotel has up-to-date and new room facilities" and "The hotel staff can fulfil guests' special requests and serve them well" with scores of 4.25 and 4.24 (included in the very high category). Meanwhile, Table 10 shows the distribution of responses from the research sample. The majority of respondents answered agree and strongly agree to each statement item given in the questionnaire, namely with a percentage range of 29.04% to 48.53%. This states that consumers link their quality perceptions to the language used in naming the hotels they choose. Of course, this is an interesting finding in this research and will be discussed further in the next discussion subchapter.

Table 9. Results of Descriptive Analysis on Perceived Quality

Variable	Item	Mean
Perceived Quality	The hotel has up-to-date and new room facilities ($X_{3.1}$)	4.25
	The hotel staff treated me special and as a valuable customer ($X_{3.2}$)	4.18
	The hotel staff can fulfill guests' special requests and serve them well ($X_{3.3}$)	4.24
	The hotel provides service on time ($X_{3.4}$)	4.17
	The hotel staff was able to respond to my complaint effectively ($X_{3.5}$)	4.13
	The hotel staff has good knowledge and confidence ($X_{3.6}$)	4.15
	The hotel staff had good manners ($X_{3.7}$)	4.05

Source: Primary data (2024)

Table 10. Distribution of Respondents' Response

Item	Respondents' Response					Total
	Strongly Agree	Agree	Less Agree	Disagree	Strongly Disagree	
$X_{3.1}$	116 (42.65%)	107 (39.34%)	49 (18.01%)	0 (0.00%)	0 (0.00%)	272
$X_{3.2}$	95 (34.93%)	132 (48.53%)	45 (16.54%)	0 (0.00%)	0 (0.00%)	272
$X_{3.3}$	115 (42.28%)	106 (38.97%)	51 (18.75%)	0 (0.00%)	0 (0.00)	272
$X_{3.4}$	100 (36.76%)	117 (43.01%)	55 (20.22%)	0 (0.00%)	0 (0.00%)	272
$X_{3.5}$	97 (35.66%)	115 (42.28%)	59 (21.69%)	1 (0.37%)	0 (0.00%)	272
$X_{3.6}$	106 (38.97%)	106 (38.97%)	55 (20.22%)	4 (1.47%)	1 (0.37%)	272
$X_{3.7}$	79 (29.04%)	130 (47.79%)	61 (22.43%)	1 (0.37%)	1 (0.37%)	272
$X_{3.8}$	85 (31.25%)	127 (46.69%)	56 (20.59%)	3 (1.10%)	1 (0.37%)	272

Source: Primary data (2024)

Brand Loyalty

The final dimension studied from consumer-based brand equity in this research is brand loyalty. Brand loyalty is important to study because each consumer and target market always has its own unique characteristics in determining the basis of their loyalty to a brand or company. This research provides four statement items to assess consumer brand loyalty. However, it can be seen that the scores given are not as high as the scores given to the statement items on other variables. For example, in the item "I will not book a hotel with a name in the local language if a hotel with a name in a foreign language is still available", the average respondent's answer was 3.96, where quite a lot of respondents answered agree and disagree. Then the item "I will still choose hotels with names in foreign languages in the future" is also the same, the average consumer answer is only 3.99. This is certainly smaller than other statement items in other CBBE variables. This shows that consumers still have room to choose hotels with local names, not just hotels with foreign names, if their desires and expectations cannot be fulfilled by hotels with foreign names.

Table 11. Results of Descriptive Analysis on Brand Loyalty

Variable	Item	Mean
Brand Loyalty	I will not book a hotel with a name in the local language if a hotel with a name in a foreign language is still available ($X_{4.1}$)	3.96
	Hotels with names in foreign languages are my top choice ($X_{4.2}$)	4.07
	I consider myself consistent in the way I choose hotels based on name ($X_{4.3}$)	4.03
	I will still choose hotels with names in foreign languages in the future ($X_{4.4}$)	3.99

Source: Primary data (2024)

Table 12. Distribution of Respondents' Response

Item	Respondents' Response					Total
	Strongly Agree	Agree	Less Agree	Disagree	Strongly Disagree	
$X_{4.1}$	89 (32.72%)	94 (34.56%)	80 (29.41%)	7 (2.57%)	2 (0.74%)	272
$X_{4.2}$	101 (37.13%)	99 (36.40%)	65 (23.90%)	5 (1.84%)	2 (0.74%)	272
$X_{4.3}$	91 (33.46%)	105 (38.60%)	69 (25.37%)	7 (2.57%)	0 (0.00)	272
$X_{4.4}$	90 (33.09%)	101 (37.13%)	72 (26.47%)	6 (2.21%)	3 (1.10%)	272

Source: Primary data (2024)

DISCUSSION

Based on the CBBE measurement framework adopted from (Fayrene & Lee, 2011) and adapted to conditions in the field, this research explores the level of brand awareness, brand association, perceived quality, and brand loyalty which are the dimensions of CBBE. As stated previously, the topic of brand equity in hotels is still very rarely studied (Huang & Cai, 2015; Liu et al., 2017). Brand equity is important because it can provide added value for consumers who use a brand and can be used as a strategy in building a brand (Tulasi, 2012). One of the ways brand-equity can be seen is through brand awareness, where consumers will remember or be aware of the existence of the brand. This research examines consumers' awareness and memory regarding the names of the hotels they have booked. The results of this research are in accordance with previous research regarding brand awareness related to consumer brand knowledge (Dada, 2021). Even though the language used as the hotel name is not the local language, the name is well known and easy to remember because of its uniqueness. Although not all respondents agreed with every item in this questionnaire, the majority of respondents stated that it was easier to remember hotels with names in foreign languages.

Although we cannot deny that consumers certainly have different personalities which makes them naturally consider certain types of language to be more in line with their internal language standards, attitudes and emotions so that they are more likely to be persuaded by the language used by a brand (Sela et al., 2012), but this research supports previous research findings which state that language can influence consumers' memory and recognition of a brand (Ahn & Ferle, 2008). These findings can certainly be taken into consideration in building a hotel brand equity strategy through the language used in the hotel name. However, language alone is not enough, hotels must also look at the uniqueness of the name used. A good name will be easy for the target market to remember (Robertson, 1992). We can say that foreign languages are still highly valued by the majority of Indonesians (Assapari, 2014). Additionally, this could be because the respondents in this study were mostly students aged between 18-25 years old.

However, it has been previously explained by researchers that not much research has been done on brand names in relation to brand and feature associations (Wanke et al., 2007). Companies or hotels must pay attention to how the name of the hotel (in this case, the choice of language used) will influence consumers. Moreover, if the hotel is new, the brand name can have a significant influence on the ratings given by consumers as well as on its development in the market (Dong & Helms, 2001; Wanke et al., 2007).

In relation to perceived quality, previous researchers stated that it still makes sense for consumers to rely on names to infer the quality of a brand (Wanke et al., 2007). Consumers can correlate the uniqueness of a hotel name with their perception of quality. A similar thing was seen in this research, where the majority of respondents answered between agree and strongly agree to the perceived quality statement items given in the questionnaire. For example, 42.65% of respondents strongly agree that hotels with foreign names have new and up-to-date room facilities, 48.53% agree with the statement that consumers are made to feel valued by the hotel staff, 42.28% strongly agree that the hotel staff serves them well. This shows that there are certain expectations and perceptions of quality that consumers attach to hotels with unique and interesting names, in this case hotels with names in foreign languages. This finding is in accordance with previous research which confirms that consumers perceive foreign-sounding brands as higher quality. This is what causes many companies in Malaysia to use names in English or English sounding names (De Run et al., 2012). However, there is research that states that naming strategy does not have a significant effect on consumer perceptions of quality, but

this research is only limited to private label brands (Sarkar et al., 2015). Therefore, it is appropriate to say that research with more in-depth studies regarding this matter can be carried out in the future.

Even though many consumers still rely on names to conclude the quality of a brand or company, it is not uncommon for consumers to ignore the name used if consumers feel that conclusions based on the name are invalid (Wanke et al., 2007). Table 11 shows that the majority of respondents in this study preferred hotels with names in foreign languages compared to local languages (37.13%). However, the distribution of consumer responses to all statement items in the brand loyalty dimension shows that there is still room for consumers to assess hotels based on the quality they receive, which then influences their loyalty in choosing hotels based on name.

CONCLUSION

As a form of marketing strategy, choosing a hotel name is important. This research showed that the majority of respondents realized that they knew more about hotels with foreign names than local names. This means that this research makes an important contribution in seeing that the use of appropriate language in naming hotels is crucial. For instance, consumers consider hotels with foreign names to be cooler and unique, so it is not uncommon for them to associate these foreign names with the quality that can be obtained from the hotel's products and services. Of the four CBBE dimensions studied, the smallest response value was shown in the brand loyalty dimension. This means that even though consumers currently prefer hotels with foreign names, it still does not rule out the possibility that they will book hotels with local names in the future. This shall be the basic knowledge for academics and marketers to see the influence of this hotel naming strategy on their actual purchases.

SUGGESTIONS

Theoretical Suggestions:

This research is only limited to examining the CBBE of respondents who are domestic tourists so the research results cannot be used to explain the CBBE of foreign tourists on Lombok Island. To strengthen the results of this research in the future, then, researchers suggest further research with larger samples with various ethnic and national backgrounds regarding tourist/consumer preferences for the language used in hotel names. Lombok Island is not only a destination for domestic tourists, but also for foreign tourists, so a broader picture is needed to increase knowledge in hotel naming strategies that are more in line with the tourism target market on Lombok Island.

Practical Suggestions:

The findings of this research can be used as a basis for marketers and hotel owners to develop hotel naming strategies that are more appropriate to the market. Hotels can start segmenting the market and consumers they want to target and use hotel names in language that is more attractive and acceptable to that segment. However, as an effort to preserve local or national languages, researchers still recommend that the government create regulations for naming hotels on Lombok Island.

REFERENCES

Aaker, D. A. (1996). *Measuring Brand Equity Across Products and Markets*. *38*(3), 102-121.

Ahn, J., & Ferle, C. La. (2008). Enhancing Recall and Recognition for Brand Names and Body Copy : A Mixed- Language Approach. *Journal of Advertising*, *37*(3), 107-117. Retrieved from http://www.jstor.org/stable/20460858

Assapari, M. M. (2014). Eksistensi Bahasa Indonesia sebagai Bahasa Nasional dan Perkembangannya di Era Globalisasi. *Prasi*, *9*(35), 29–37. Retrieved from https://ejournal.undiksha.ac.id/index.php/PRASI/article/view/8943/5776

Bao, Y., Shaw, A. T., & Rivers, D. (2008). Creating New Brand Names : Effects of Relevance , Connotation , and Pronunciation . *Journal of Advertising Research*, *48*(1), 23. https://doi.org/10.2501/S002184990808015X

Belén Del Río, A., Vázquez, R., & Iglesias, V. (2001). The Role of The Brand Name in Obtaining Differential Advantages. *Journal of Product & Brand Management*, *10*(7), 452–465. https://doi.org/10.1108/EUM0000000006242

Brady, M. K., Cronin, J. J., & Roehm, M. L. (2008). Strategies to Offset Performance Failures : The Role of Brand Equity. *Journal of Retailing*, *84*(2), 151–154. https://doi.org/10.1016/j.jretai.2008.04.002

Dada, M. H. (2021). Impact of Brand Association, Brand Image & Brand Loyalty on Brand Equity. *Journal of Marketing Strategies*, *3*(1), 29–43. https://doi.org/10.52633/jms.v3i1.33

De Run, E. C., Yee, T. C., & Khalique, M. (2012). It's Not Just a Brand Name: The Impact of Language on Consumer Attitude and Behavior. *International Journal of Research Studies in Management*, *1*(2), 47–56. https://doi.org/10.5861/ijrsm.2012.v1i2.58

Dong, L. C., & Helms, M. M. (2001). Brand Name Translation Model: A Case Analysis of US Brands in China. *Journal of Brand Management*, *9*(2), 99–115. https://doi.org/10.1057/palgrave.bm.2540058

Douglas, S. P., Craig, C. S., & Nijssen, E. J. (2001). Executive Insights: Integrating Branding Strategy across Markets: Building International Brand Architecture. *Journal of International Marketing*, *9*(2), 97-114. https://doi.org/10.1509/jimk.9.2.97.19882

Fayrene, C., & Lee, G. C. (2011). Customer-Based Brand Equity: A Literature Review. *Journal of Arts Science & Commerce*, *II*(I), 33–42.

Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.

Gill, M. S., & Dawra, J. (2010). Evaluating Aaker 's Sources of Brand Equity and The Mediating Role of Brand Image. *Journal of Targeting, Measurement and Analysis for Marketing*, *18*, 1–29. http://dx.doi.org/10.1057/jt.2010.11

Gustafson, T., & Chabot, B. (2007). Brand Awareness. *Cornell Maple Program*, *105*. Retrieved from http://www.nnyagdev.org/maplefactsheets/CMB%20105%20Brand%20Awareness.pdf

Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2017). Essentials of Marketing Research. In *Absolute Essentials of Marketing Research* (Fifth Edit). Mc-Graw Hill Education. https://doi.org/10.4324/9781003165194

Hoeffler, S., & Keller, K. L. (2003). The marketing advantages of strong brands. *Henry Stewart Publications*, *10*(6), 421–445. Retrieved from https://ssrn.com/abstract=1904640

Huang, Z. (Joy), & Cai, L. A. (2015). Modeling consumer-based brand equity for multinational hotel brands – When hosts become guests. *Tourism Management*, *46*, 431–443. https://doi.org/10.1016/j.tourman.2014.07.013

Isaac, S., & Michael, W. B. (1995). *Handbook in Research and Evaluation*. EdITS.

James, D. (2005). Guilty Through Association: Brand Association Transfer to Brand Alliances. Journal of Consumer Marketing, 22(1). 14-24. https://doi.org/10.1108/07363760510576518

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, *57*(1), 1-22. https://doi.org/10.1177/002224299305700101

Kohli, C & Labahn, D. W. (1997). Observations: Creating effective brand names: A study of the naming process. Journal of Advertising Research. 67-75.

Liu, M. T., Wong, I. A., Phau, I., Tseng, T., & Chang, A. W. (2017). Applying Consumer-Based Brand Equity in Luxury Hotel Branding. *Journal of Business Research*, *81*, 192–202. https://doi.org/10.1016/j.jbusres.2017.06.014

McNally, D., & Speak, K. D. (2011). *Be Your Own Brand* (2nd Editio). Berrett-Koehler Publishers. Retrieved from https://www.bkconnection.com/static/Be_Your_Own_Brand_EXCERPT.pdf

Myers, C. A. (2003). Managing Brand Equity : a Look At The Impact of Attributes. *Journal of Product & Brand Management*, *12*(1), 39–51. https://doi.org/10.1108/10610420310463126

Pappu, R., Cooksey, R. W., & Quester, P. G. (2005). Consumer-based brand equity: improving the measurement – empirical evidence. *Journal of Product & Brand Management*, *14*(3), 143–154. https://doi.org/10.1108/10610420510601012

Percy, L., & Rossiter, J. R. (1992). A Model of Brand Awareness and Brand Attitude Advertising Strategies. *Psychology and Marketing*, *9*(4), 263–274. https://doi.org/10.1002/mar.4220090402

Pyke, S., Hartwell, H., Blake, A., & Hemingway, A. (2016). Exploring well-being as a tourism product resource. *Tourism Management*, *55*, 94–105. https://doi.org/10.1016/j.tourman.2016.02.004

Robertson, K. (1992). Strategically Desirable Brand Name Characteristics. *Journal of Product & Brand Management*, *1*(3), 62–72. https://doi.org/10.1108/10610429210036870

Saleem, S., Rahman, S. U., & Umar, R. M. (2015). Measuring Customer Based Beverage Brand Equity : Investigating The Relationship Between Perceived Quality , Brand Awareness , Brand Image , and Brand Loyalty Measuring Customer Based Beverage Brand Equity : Investigating the Relationship between Perceived. *International Journal of Marketing Studies*, *7*(1), 66–77. https://doi.org/10.5539/ijms.v7n1p66

Sarkar, S., Sharma, D., & Kalro, A. D. (2015). The Effect of Naming Strategy and Packaging on Perceived Quality and Purchase Intention of Private Label Brands. *Springer Proceedings in Business and Economics*, 103–112. https://doi.org/10.1007/978-3-319-20182-5_17

Sela, A., Christian Wheeler, S., & Sarial-Abi, G. (2012). We Are Not The Same as You and I: Causal Effects of Minor Language Variations on Consumers' Attitudes toward Brands. *Journal of Consumer Research*, *39*(3), 644–661. https://doi.org/10.1086/664972

Sheth, J. N., Park, C. W., & Policy, P. (1974). A Theory of Multidimensional Brand Loyalty | ACR A Theory of Multidimensional Brand. *Advances in Consumer Research Volume*, *1*. Retrieved from https://core.ac.uk/download/pdf/4836633.pdf

Soto, S. O., Mobarec, E. M., & Friedmann, R. (2009). Innovar Foreign Branding : Examining the Relationship between Language and International Brand Evaluations Nombres de marca extranjeros : examinando la relación Les marques en langue étrangère : étude du rapport entre la langue et les évaluations de marqu. *Innovar*, *19*(35), 9–18. Retrieved from https://www.redalyc.org/pdf/818/81819026002.pdf

Traveloka. (2024). *Hotel in Lombok*. Traveloka.Com. Retrieved from https://www.traveloka.com/en-en/hotel/indonesia/city/lombok-107703

Trip Advisor. (2024). *Lombok Hotels and Places to Stay: The 10 Best Hotels in Lombok 2024*. Retrieved from https://www.tripadvisor.com/Hotels-g297733-Lombok_West_Nusa_Tenggara-Hotels.html

Tulasi, D. (2012). Marketing Communication dan Brand Awareness. *Humaniora*, *3*(1), 215. https://doi.org/10.21512/humaniora.v3i1.3253

Uysal, M., Berbekova, A., & Kim, H. (2020). Designing for Quality of life. *Annals of Tourism Research*, *83*, 102944. https://doi.org/10.1016/j.annals.2020.102944

Wanke, M., Herrmann, A., & Schaffner, D. (2007). Brand Name Influence on Brand Perception. *Psychology & Marketing*, *24*(1), 1–24469. https://doi.org/10.1002/mar

Wasserman, B. (2017). Valuation of Intangible Assets: Should Brand Equity Be Accounted for on the Balance Sheet? *Honors Scholar Theses*, *411*. http://digitalcommons.uconn.edu/srhonors_theseshttp://digitalcommons.uconn.edu/srhonors_theses/411%0Ahttp://digitalcommons.uconn.edu/srhonors_theses/411

Wood, L. (2000). Brands and brand equity: definition and management. *Management Decision*, *38*(9), 662–669. http://www.emerald-library.com

Yoo, B., & Donthu, N. (2001). Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale. *Journal of Business Research*, *52*, 1–14. https://doi.org/10.1016/S0148-2963(99)00098-3